



FIDEICOMISO DE PROMOCIÓN TURÍSTICA
DE LA RIVIERA MAYA

BAROMETRO TURÍSTICO DE LA RIVIERA MAYA

M A Y O 2 0 1 6

El Barómetro Turístico de la Riviera Maya en su **Ducentésima vigésima primera** edición correspondiente al mes de Mayo del año 2016, fue elaborado con un muestreo de **35,702** cuartos, que corresponde al 81.76% del total de cuartos existentes a la fecha, los cuales son **43,669** de acuerdo al inventario de Establecimientos de Hospedaje de la Riviera Maya, correspondientes al mismo mes.

Elaborado por:
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Fideicomiso de Promoción Turística
de la Riviera Maya.

BAROMETRO TURÍSTICO RIVIERA MAYA
RESUMEN COMPARATIVO MENSUAL
MES DE MAYO DE 2016

CONCEPTO	MAYO		VARIACIÓN	
	2015	2016	VALOR	%
OCUPACION HOTELERA				
NO. DE CUARTOS	42,232	43,669	1,437	3.40%
CUARTOS NOCHE DISPONIBLES	1,300,527	1,337,694	37,167	2.86%
CUARTOS NOCHE OCUPADOS	1,116,279	1,128,104	11,825	1.06%
% DE OCUPACION	85.83%	84.33%	-1.50%	
% DE OCUPACION TODO INCLUIDO				
	88.08%	85.99%	-2.09%	
ESTADIA PROMEDIO				
GENERAL	5.5	5.6	0.14	
TURISMO NACIONAL	3.4	3.6	0.23	
TURISMO INTERNACIONAL	6.4	6.4	(0.02)	
TARIFA PROMEDIO (pesos)				
	\$ 3,549.41	\$ 4,096.84	547	15.42%
AFLUENCIA DEL TURISMO				
	2015	2016		
TOTAL	441,929	427,569	-14,360	-3.25%
NACIONALES	96,401	84,579	-11,822	-12.26%
EXTRANJEROS	345,528	342,990	-2,538	-0.73%
PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIÓN				
	2015		2016	
EUROPA	82,553	23.89%	84,587	24.66%
ESTADOS UNIDOS	167,599	48.51%	161,496	47.08%
CANADÁ	50,596	14.64%	50,505	14.72%
SUDAMERICA	37,314	10.80%	40,120	11.70%
RESTO DEL MUNDO	7,466	2.16%	6,282	1.83%
	345,528	100.00%	342,990	100.00%
PRODUCCIÓN CUARTOS NOCHE				
	2015	2016		
TOTAL	1,116,279	1,128,104	11,825	1.06%
NACIONALES	136,568	127,926	-8,642	-6.33%
EXTRANJEROS	979,711	1,000,178	20,467	2.09%
PRODUCCIÓN CUARTOS NOCHE POR REGIONES				
	2015		2016	
EUROPA (Principales países)	331,090	33.8%	290,943	29.1%
ESTADOS UNIDOS	374,304	38.2%	373,460	37.3%
CANADÁ	136,398	13.9%	152,988	15.3%
SUDAMERICA (Principales países)	98,965	10.1%	89,673	9.0%
RESTO DEL MUNDO	38,954	3.98%	93,114	9.3%
	979,711	100.00%	1,000,178	100.00%

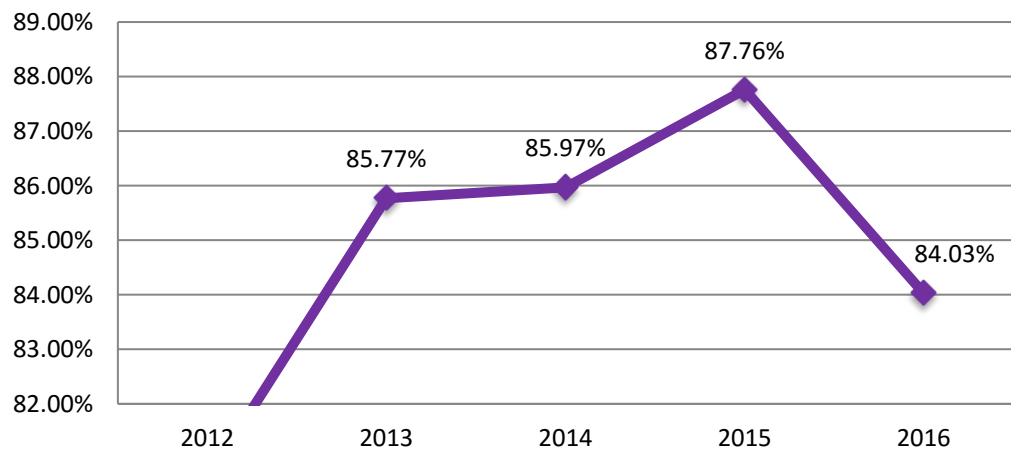
BAROMETRO TURÍSTICO RIVIERA MAYA
RESUMEN COMPARATIVO MENSUAL
ENERO - MAYO DE 2016



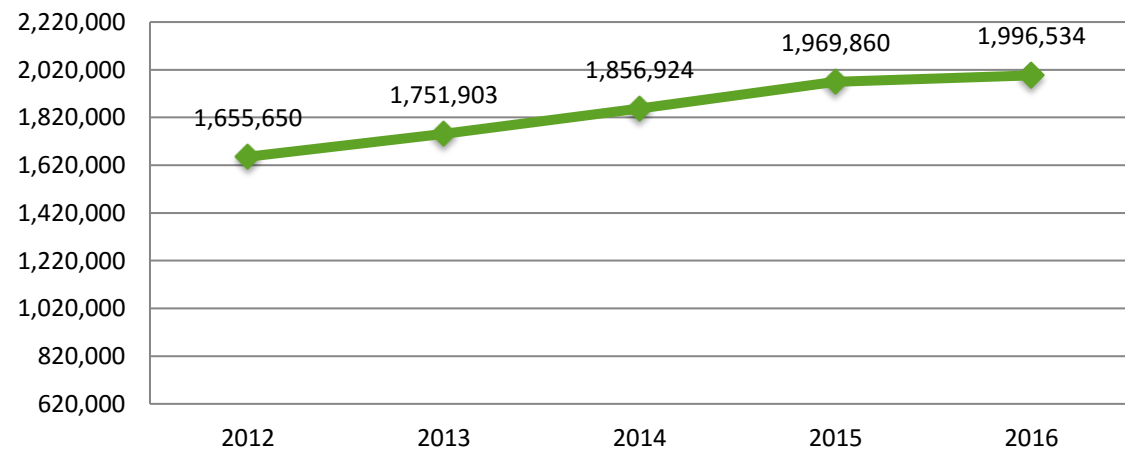
CONCEPTO	ENERO - MAYO		VARIACIÓN	
	2015	2016	VALOR	%
OCUPACION HOTELERA				
NO. DE CUARTOS	42,232	43,669	1,437	3.40%
CUARTOS NOCHE DISPONIBLES	6,325,027	6,588,107	263,080	4.16%
CUARTOS NOCHE OCUPADOS	5,550,689	5,536,189	-14,500	-0.26%
% DE OCUPACION	87.76%	84.03%	-3.72%	
% DE OCUPACION TODO INCLUIDO				
	89.03%	84.64%	-4.39%	
ESTADIA PROMEDIO				
GENERAL	6.1	6.0	(0.09)	
TURISMO NACIONAL	3.8	4.3	0.46	
TURISMO INTERNACIONAL	6.7	6.4	(0.26)	
TARIFA PROMEDIO (pesos)				
	\$ 4,067.75	\$ 5,111.49	1044	25.66%
AFLUENCIA DEL TURISMO				
	2015	2016		
TOTAL	1,969,860	1,996,534	26,674	1.35%
NACIONALES	283,963	302,605	18,642	6.56%
EXTRANJEROS	1,685,897	1,693,929	8,032	0.48%
PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIONE				
	2015	2016		
EUROPA	354,442	21.02%	350,033	20.66%
ESTADOS UNIDOS	762,001	45.20%	774,446	45.72%
CANADÁ	418,964	24.85%	409,217	24.16%
SUDAMERICA	129,510	7.68%	138,847	8.20%
RESTO DEL MUNDO	20,980	1.24%	21,386	1.26%
	1,685,897	100.00%	1,693,929	100.00%
PRODUCCIÓN CUARTOS NOCHE				
	2015	2016		
TOTAL	5,550,689	5,536,189	-14,500	-0.26%
NACIONALES	452,502	510,933	58,431	12.91%
EXTRANJEROS	5,098,187	5,025,256	-72,931	-1.43%
PRODUCCIÓN CUARTOS NOCHE POR REGIONES				
	2015	2016		
EUROPA (Principales países)	1,441,467	28.3%	1,229,353	24.5%
ESTADOS UNIDOS	1,787,612	35.1%	1,735,087	34.5%
CANADÁ	1,298,257	25.5%	1,228,694	24.5%
SUDAMERICA (Principales países)	352,980	6.9%	327,603	6.5%
RESTO DEL MUNDO	217,209	4.26%	504,519	10.0%
	5,097,525	100.00%	5,025,256	100.00%

MES																		
	2012	2013	2014	2015	2016	2016-12	2016-13	2016-14	2016-15	2012	2013	2014	2015	2016	2016-12	2016-13	2016-14	2016-15
ENE	82.60%	85.93%	85.97%	87.62%	82.27%	-0.33%	-3.66%	-3.70%	-5.35%	330,133	332,698	352,269	372,836	383,818	16.26%	15.37%	8.96%	2.95%
FEB	85.11%	90.21%	90.04%	91.03%	83.92%	-1.19%	-6.29%	-6.12%	-7.11%	315,725	326,017	346,915	357,883	360,631	14.22%	10.62%	3.95%	0.77%
MAR	82.48%	88.88%	85.71%	85.84%	84.25%	1.77%	-4.63%	-1.46%	-1.59%	349,647	392,852	388,619	399,907	424,912	21.53%	8.16%	9.34%	6.25%
ABR	83.49%	86.36%	86.04%	88.81%	85.41%	1.92%	-0.95%	-0.63%	-3.40%	350,370	350,572	378,180	397,305	399,604	14.05%	13.99%	5.67%	0.58%
MAY	69.80%	77.90%	82.46%	85.83%	84.33%	14.53%	6.43%	1.87%	-1.50%	309,775	349,764	390,941	441,929	427,569	38.03%	22.24%	9.37%	-3.25%
JUN																		
JUL																		
AGO																		
SEPT																		
OCT																		
NOV																		
DIC																		
Total	80.62%	85.77%	85.97%	87.76%	84.03%	3.41%	-1.74%	-1.94%	-3.73%	1,655,650	1,751,903	1,856,924	1,969,860	1,996,534	20.59%	13.96%	7.52%	1.35%

OCUPACIÓN GENERAL ACUMULADA

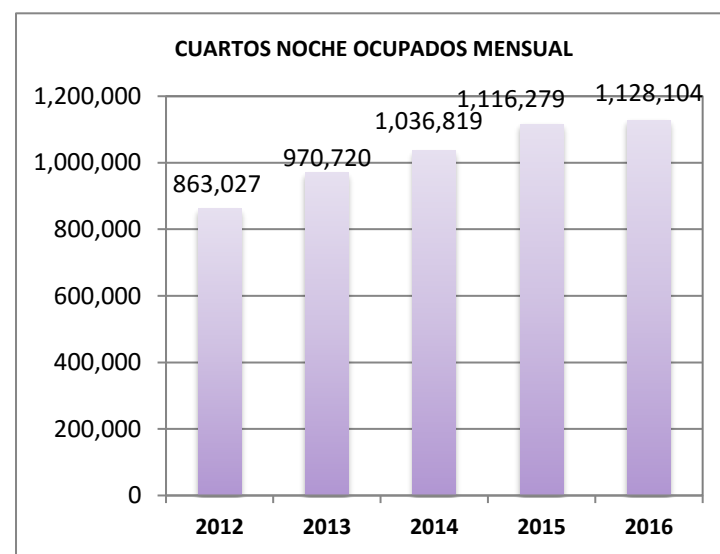


AFLUENCIA GENERAL ACUMULADA



COMPARATIVO CUARTOS NOCHE OCUPADOS 2012-2016

MES	CUARTOS NOCHE OCUPADOS MENSUAL					% VAR.			
	2012	2013	2014	2015	2016	2015-11	2015-12	2015-13	2015-14
ENE	1,022,135	1,070,536	1,078,745	1,134,307	1,098,764	7.50%	2.64%	1.86%	-3.13%
FEB	986,078	1,014,572	1,025,828	1,067,830	1,060,606	7.56%	4.54%	3.39%	-0.68%
MAR	1,024,269	1,108,163	1,080,012	1,115,291	1,134,371	10.75%	2.36%	5.03%	1.71%
ABR	1,001,231	1,042,957	1,047,638	1,116,982	1,114,344	11.30%	6.84%	6.37%	-0.24%
MAY	863,027	970,720	1,036,819	1,116,279	1,128,104	30.71%	16.21%	8.80%	1.06%
JUN									
JUL									
AGO									
SEPT									
OCT									
NOV									
DIC									



MES	CUARTOS NOCHE OCUPADOS ACUMULADO					% VAR.			
	2012	2013	2014	2015	2016	2015-11	2015-12	2015-13	2015-14
ENE-FEB	2,008,213	2,085,108	2,104,573	2,202,137	2,159,370	7.53%	3.56%	2.60%	-1.94%
ENE-MAR	3,032,482	3,193,271	3,184,585	3,317,428	3,293,741	8.62%	3.15%	3.43%	-0.71%
ENE-ABR	4,033,713	4,236,228	4,232,223	4,434,410	4,408,085	9.28%	4.06%	4.16%	-0.59%
ENE-MAY	4,896,740	5,206,948	5,269,042	5,550,689	5,536,189	13.06%	6.32%	5.07%	-0.26%
ENE-JUN									
ENE-JUL									
ENE-AGO									
ENE-SEP									
ENE-OCT									
ENE-NOV									
ENE-DIC									

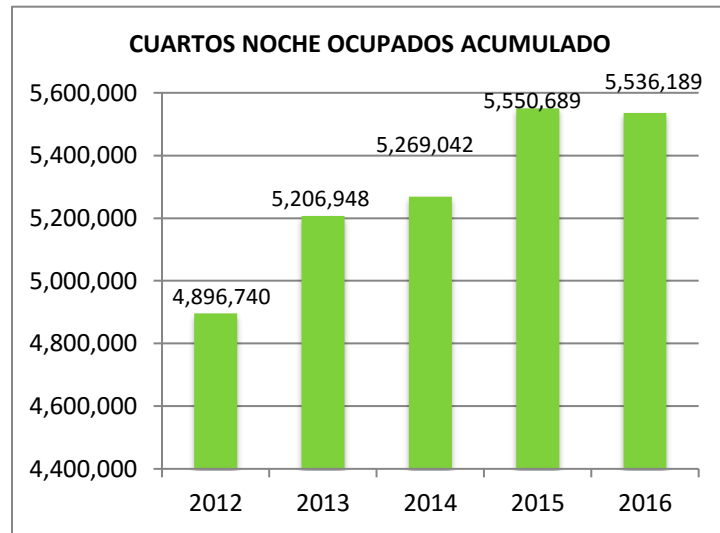


TABLA DE OCUPACION HOTELERA AÑO 2016

MES	No. DE HOTELES	No. DE CUARTOS	CUARTOS MES		% DE OCUPACIÓN	NUMERO DE VISITANTES					ESTANCIA PROMEDIO
			DISPONIBLES	OCUPADOS		NACIONAL	%	EXTRANJERO	%	TOTAL	
ENERO	405	43,672	1,335,562	1,098,764	82.27%	51,650	13.46%	332,168	86.54%	383,818	6.1
FEBRERO	405	43,668	1,263,765	1,060,606	83.92%	42,171	11.69%	318,460	88.31%	360,631	6.3
MARZO	405	43,668	1,346,399	1,134,371	84.25%	60,047	14.13%	364,865	85.87%	424,912	6.0
ABRIL	405	43,669	1,304,687	1,114,344	85.41%	64,158	16.06%	335,446	83.94%	399,604	6.0
MAYO	405	43,669	1,337,694	1,128,104	84.33%	84,579	19.78%	342,990	80.22%	427,569	5.6
JUNIO											
JULIO											
AGOSTO											
SEPTIEMBRE											
OCTUBRE											
NOVIEMBRE											
DICIEMBRE											

ACUMULADO ANUAL

ENE-FEB	405	43,668	2,599,327	2,159,370	83.07%	93,821	12.60%	650,628	87.40%	744,449	6.2
ENE-MAR	405	43,668	3,945,726	3,293,741	83.48%	153,868	13.16%	1,015,493	86.84%	1,169,361	6.1
ENE-ABR	405	43,669	5,250,413	4,408,085	83.96%	218,026	13.90%	1,350,939	86.10%	1,568,965	6.1
ENE-MAY	405	43,669	6,588,107	5,536,189	84.03%	302,605	15.16%	1,693,929	84.84%	1,996,534	6.0
ENE-JUN											
ENE-JUL											
ENE-AGO											
ENE-SEP											
ENE-OCT											
ENE-NOV											
ENE-DIC											

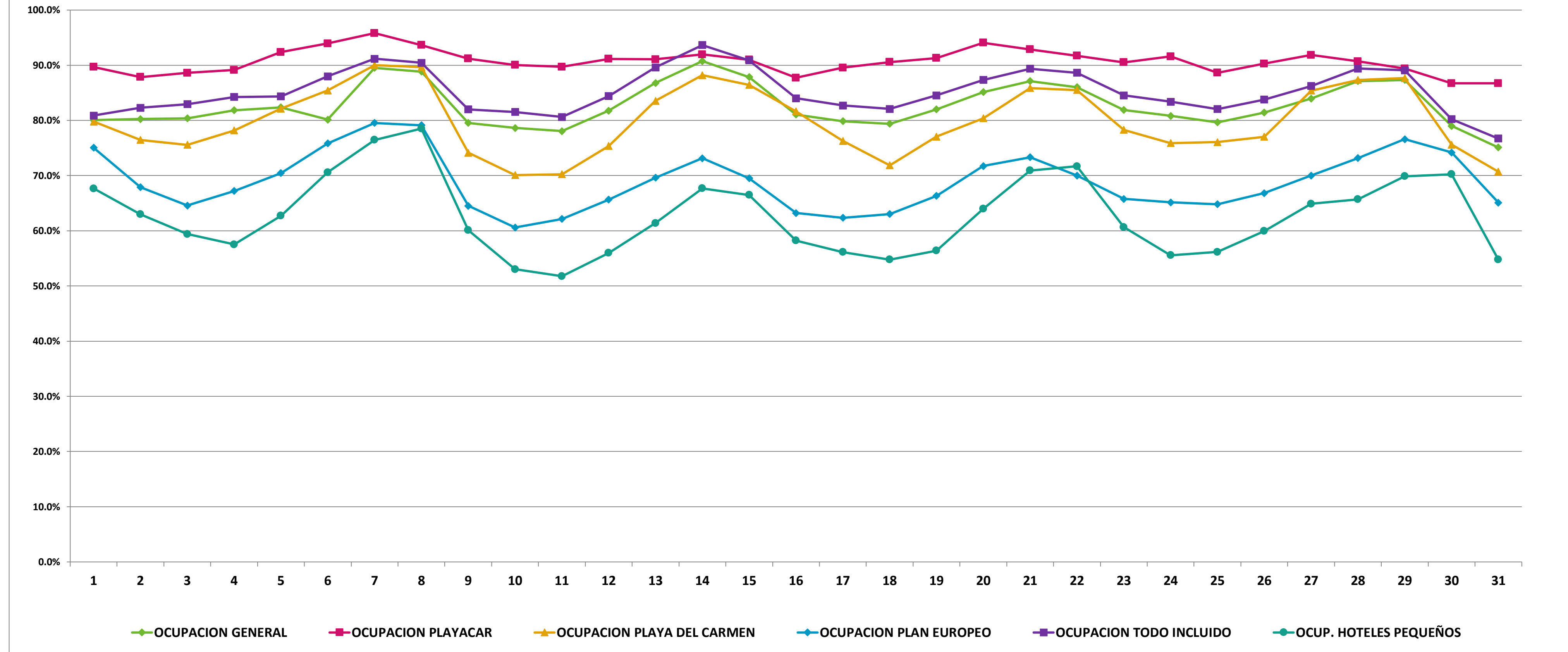
OCUPACIÓN HOTELERA DIARIA

MAYO DE 2016

DIA	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	PROMEDIO
OCUPACION GENERAL	80.1%	80.3%	80.4%	81.8%	82.4%	80.1%	89.5%	88.9%	79.6%	78.6%	78.1%	81.8%	86.8%	90.8%	87.9%	81.1%	79.9%	79.4%	82.0%	85.1%	87.1%	86.0%	81.9%	80.8%	79.7%	81.4%	84.0%	87.1%	87.3%	79.0%	75.1%	84.3%
OCUPACION PLAYACAR	89.7%	87.9%	88.6%	89.1%	92.4%	93.9%	95.8%	93.7%	91.2%	90.1%	89.7%	91.2%	91.1%	92.0%	91.0%	87.7%	89.6%	90.6%	91.3%	94.1%	92.9%	91.7%	90.5%	91.6%	88.7%	90.3%	91.9%	90.7%	89.4%	86.7%	86.7%	90.7%
OCUPACION PLAYA DEL CARMEN	79.8%	76.5%	75.6%	78.2%	82.1%	85.4%	90.0%	89.7%	74.1%	70.1%	70.3%	75.4%	83.6%	88.2%	86.5%	81.6%	76.3%	71.9%	77.1%	80.4%	85.9%	85.5%	78.3%	75.9%	76.1%	77.0%	85.4%	87.7%	75.6%	70.7%	79.9%	
OCUPACION PLAN EUROPEO	75.1%	67.9%	64.6%	67.2%	70.4%	75.8%	79.5%	79.1%	64.5%	60.6%	62.1%	65.6%	69.6%	73.1%	69.5%	63.2%	62.4%	63.0%	66.3%	71.7%	73.3%	70.0%	65.8%	65.2%	64.8%	66.8%	70.0%	73.2%	76.6%	74.2%	65.1%	68.9%
OCUPACION TODO INCLUIDO	80.9%	82.3%	82.9%	84.2%	84.4%	88.0%	91.2%	90.4%	82.0%	81.5%	80.6%	84.4%	89.6%	93.6%	90.9%	84.0%	82.7%	82.1%	84.5%	87.3%	89.4%	88.6%	84.5%	83.4%	82.1%	83.8%	86.2%	89.4%	89.1%	80.2%	76.7%	86.0%
OCUP. HOTELES PEQUEÑOS	67.7%	63.0%	59.4%	57.5%	62.7%	70.6%	76.5%	78.5%	60.1%	53.0%	51.8%	56.0%	61.4%	67.7%	66.5%	58.2%	56.1%	54.8%	56.4%	64.0%	70.9%	71.7%	60.7%	55.6%	56.2%	60.0%	64.9%	65.7%	69.9%	70.3%	54.8%	62.7%

MAYO 2016

OCUPACIÓN HOTELERA RIVIERA MAYA





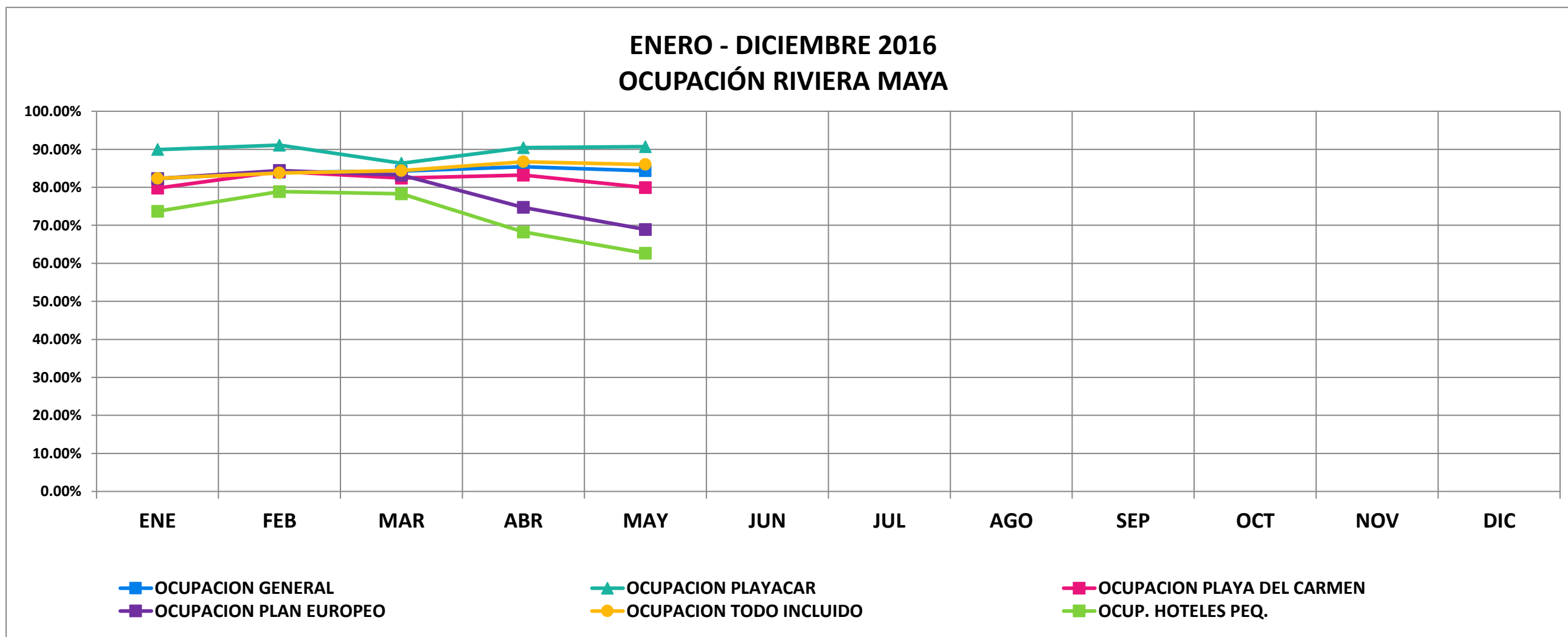
FIDEICOMISO DE PROMOCION TURISTICA RIVIERA MAYA

DEPARTAMENTO DE ESTADÍSTICA

OCUPACIÓN HOTELERA MENSUAL

ENERO - DICIEMBRE 2016

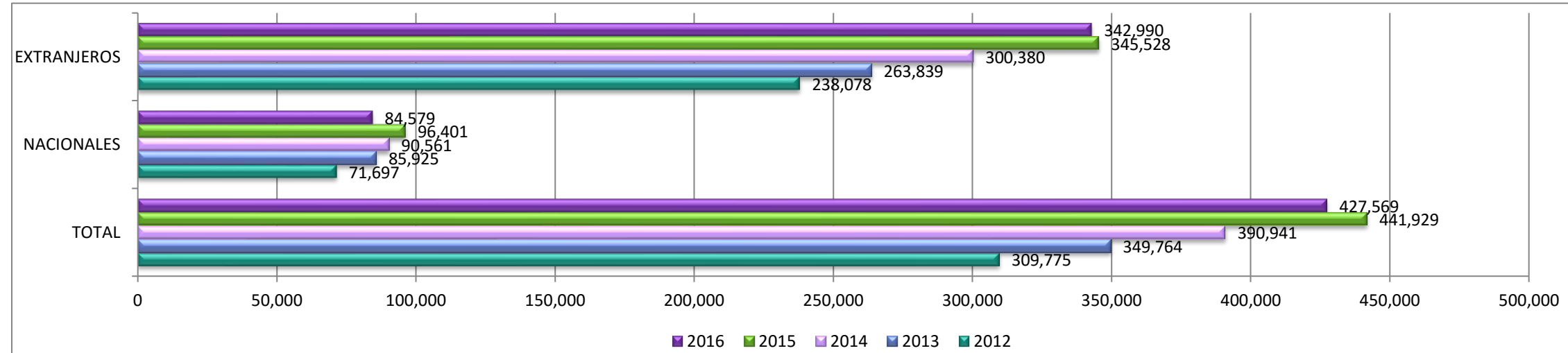
MES	ENE	FEB	MAR	ABR	MAY	JUN	JUL	AGO	SEP	OCT	NOV	DIC	ACUMULADO
OCUPACION GENERAL	82.27%	83.92%	84.25%	85.41%	84.33%								84.03%
OCUPACION PLAYACAR	89.94%	91.10%	86.32%	90.43%	90.69%								89.70%
OCUPACION PLAYA DEL CARMEN	79.78%	84.15%	82.42%	83.19%	79.93%								81.90%
OCUPACION PLAN EUROPEO	82.29%	84.41%	83.23%	74.72%	68.92%								78.71%
OCUPACION TODO INCLUIDO	82.35%	83.77%	84.37%	86.71%	85.99%								84.64%
OCUP. HOTELES PEQ.	73.68%	78.88%	78.28%	68.23%	62.65%								72.35%



PROCEDENCIA DEL TURISMO

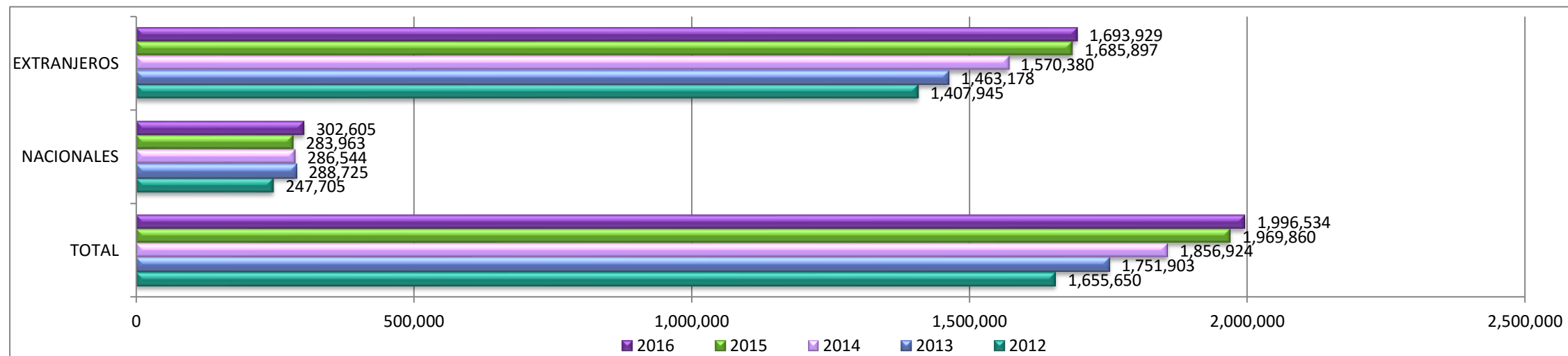
MAYO

AFLUENCIA DEL TURISMO	2012		2013		2014		2015		2016		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2016-12	2016-13	2016-14	2016-15
TOTAL	309,775	100.00%	349,764	100.00%	390,941	100.00%	441,929	100.00%	427,569	100.00%	38.03%	22.24%	9.37%	-3.25%
NACIONALES	71,697	23.14%	85,925	24.57%	90,561	23.16%	96,401	21.81%	84,579	19.78%	17.97%	-1.57%	-6.61%	-12.26%
EXTRANJEROS	238,078	76.86%	263,839	75.43%	300,380	76.84%	345,528	78.19%	342,990	80.22%	44.07%	30.00%	14.19%	-0.73%



ENERO - MAYO

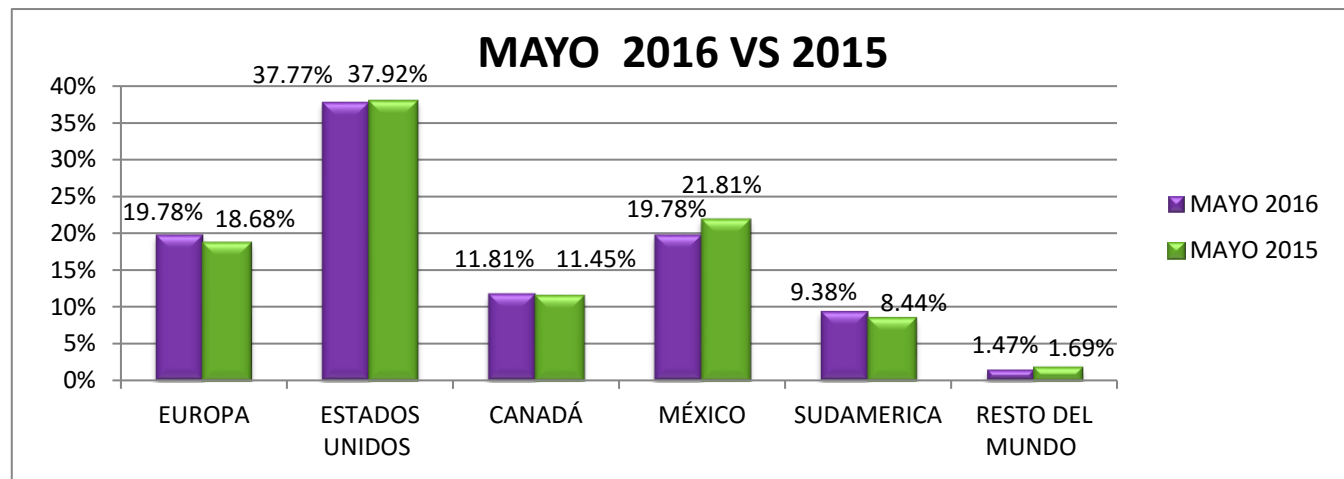
AFLUENCIA DEL TURISMO	2012		2013		2014		2015		2016		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2016-12	2016-13	2016-14	2016-15
TOTAL	1,655,650	100.00%	1,751,903	100.00%	1,856,924	100.00%	1,969,860	100.00%	1,996,534	100.00%	20.59%	13.96%	7.52%	1.35%
NACIONALES	247,705	14.96%	288,725	16.48%	286,544	15.43%	283,963	14.42%	302,605	15.16%	22.16%	4.81%	5.61%	6.56%
EXTRANJEROS	1,407,945	85.04%	1,463,178	83.52%	1,570,380	84.57%	1,685,897	85.58%	1,693,929	84.84%	20.31%	15.77%	7.87%	0.48%



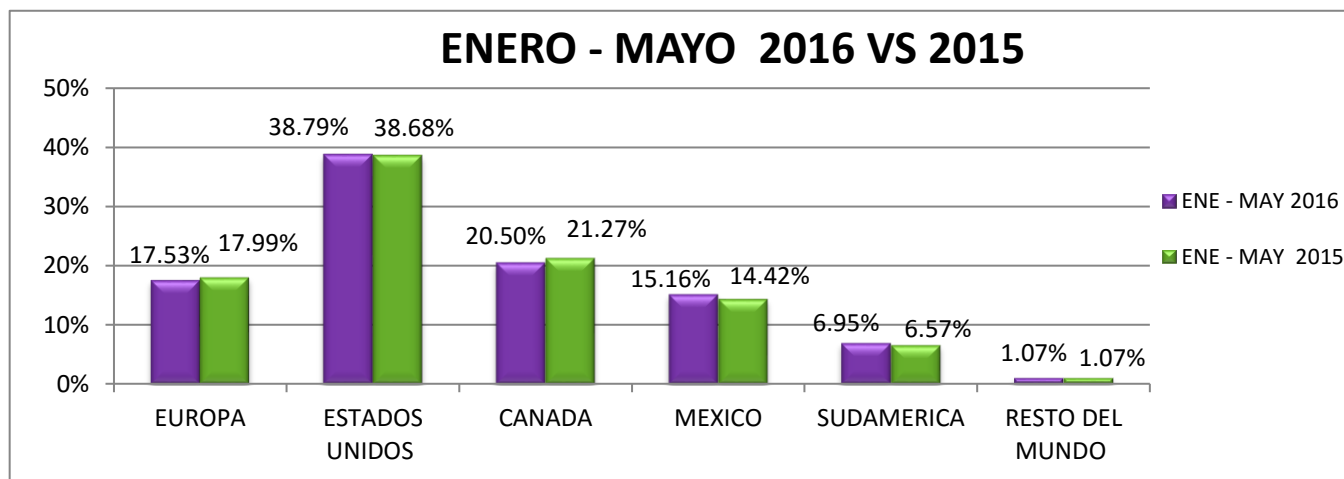
PROCEDENCIA DE VISITANTES
A LA RIVIERA MAYA
ENERO - MAYO 2016

PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
1.- NORTE AMERICA			4.-CARIBE			8.-EUROPA		
Canadá	409,217	20.50	Bahamas	53	0.00	Alemania	66,045	3.31
Estados Unidos	774,446	38.79	Bermudas	36	0.00	Austria	2,899	0.15
México	302,605	15.16	Cuba	114	0.01	Bélgica	6,498	0.33
SUMA	1,486,268	74.44	Curacao	13	0.00	Bulgaria	162	0.01
			Haiti	18	0.00	Dinamarca	681	0.03
			Jamaica	61	0.00	España	39,886	2.00
			Puerto Rico	354	0.02	Finlandia	531	0.03
			Rep. Dominicana	776	0.04	Francia	35,046	1.76
			Otros	554	0.03	Gran Bretaña	107,756	5.40
			SUMA	1,979	0.10	Grecia	157	0.01
						Holanda	10,764	0.54
2.- CENTRO AMERICA			5.-OCEANIA			6.- ASIA		
Belice	320	0.02	Australia	4,046	0.20	Arabia	190	0.01
Costa Rica	1,228	0.06	Nueva Zelanda	119	0.01	China	451	0.02
El Salvador	255	0.01	SUMA	4,165	0.21	Corea	1,158	0.06
Guatemala	919	0.05				Filipinas	37	0.00
Nicaragua	87	0.00				India	407	0.02
Panamá	6,117	0.31				Israel	994	0.05
Otros	165	0.01				Japón	407	0.02
SUMA	9,091	0.46				Paquistan	0	0.00
						Turquia	131	0.01
						Otros	1,192	0.06
						SUMA	4,967	0.25
3.- SUDAMERICA			7.- AFRICA			GRAN TOTAL		
Argentina	79,115	3.96	Argelia	4	0.00		1,996,534	100.00
Bolivia	519	0.03	Egipto	79	0.00			
Brasil	5,705	0.29	Sudáfrica	58	0.00			
Chile	22,153	1.11	Otros	1043	0.05			
Colombia	6,664	0.33	SUMA	1184	0.06			
Ecuador	893	0.04						
Paraguay	1,381	0.07						
Perú	8,058	0.40						
Uruguay	10,892	0.55						
Venezuela	848	0.04						
Otros	2,619	0.13						
SUMA	138,847	6.95						

REGION	MAYO 2015		MAYO 2016		% VAR.
	TURISTAS	%	TURISTAS	%	2016-2015
EUROPA	82,553	18.68%	84,587	19.78%	2.46%
ESTADOS UNIDOS	167,599	37.92%	161,496	37.77%	-3.64%
CANADÁ	50,596	11.45%	50,505	11.81%	-0.18%
MÉXICO	96,401	21.81%	84,579	19.78%	-12.26%
SUDAMERICA	37,314	8.44%	40,120	9.38%	7.52%
RESTO DEL MUNDO	7,466	1.69%	6,282	1.47%	-15.86%
SUMAS	441,929	100.00%	427,569	100.00%	-3.25%



REGION	ENE - MAY 2015		ENE - MAY 2016		% VAR.
	TURISTAS	%	TURISTAS	%	2016-2015
EUROPA	354,442	17.99%	350,033	17.53%	-1.24%
ESTADOS UNIDOS	762,001	38.68%	774,446	38.79%	1.63%
CANADA	418,964	21.27%	409,217	20.50%	-2.33%
MEXICO	283,963	14.42%	302,605	15.16%	6.56%
SUDAMERICA	129,510	6.57%	138,847	6.95%	7.21%
RESTO DEL MUNDO	20,980	1.07%	21,386	1.07%	1.94%
SUMAS	1,969,860	100.00%	1,996,534	100.00%	1.35%



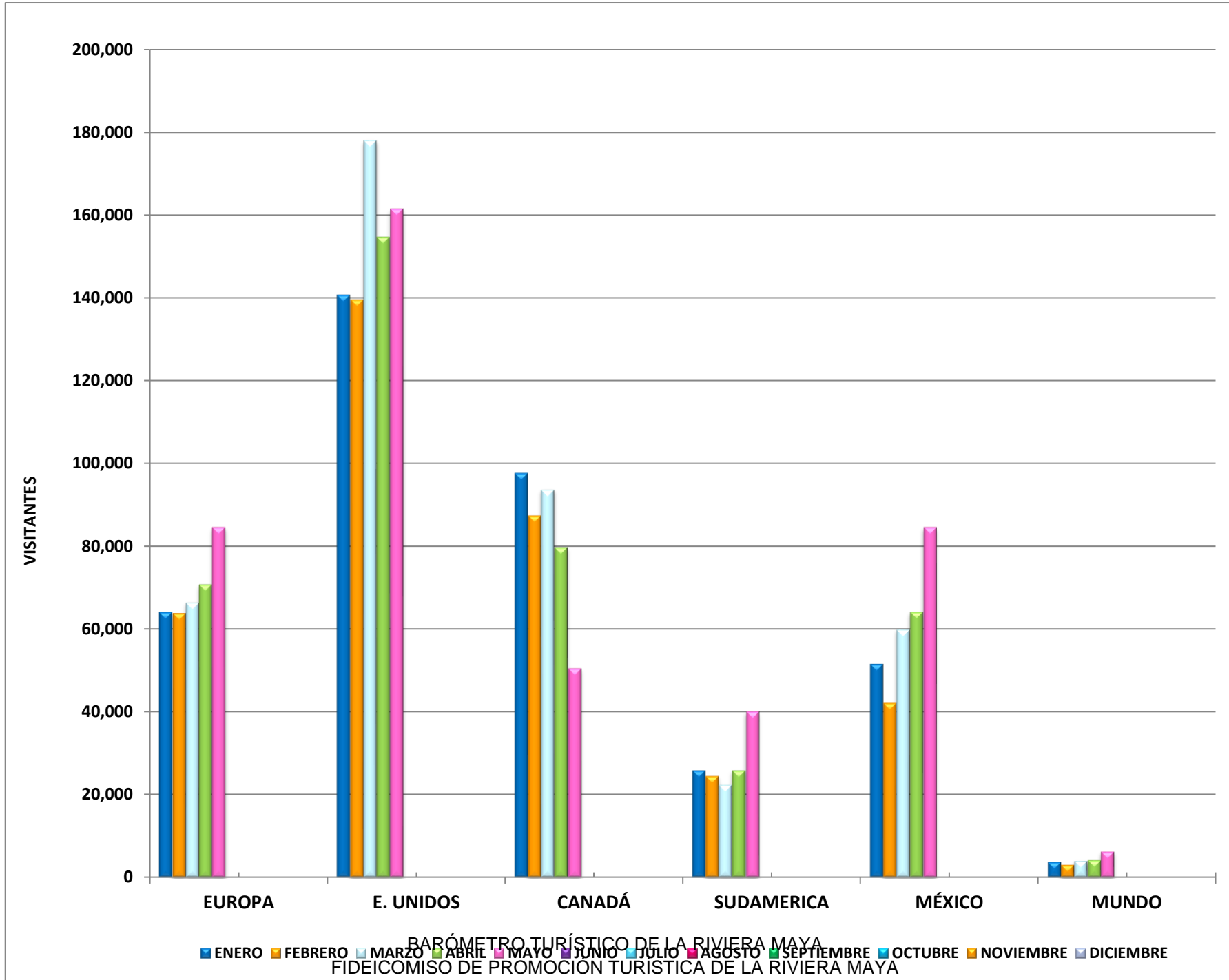
**PROCEDENCIA DEL TURISMO POR REGIONES
AÑO 2016**

MES	EUROPA		E. UNIDOS		CANADÁ		SUDAMERICA		MÉXICO		MUNDO		TOTAL	
	VALOR	%	VALOR	%	VALOR	%	VALOR	%	VALOR	%	VALOR	%	VALOR	%
ENERO	64,149	16.7	140,662	36.6	97,731	25.5	25,885	6.7	51,650	13.5	3,741	1.0	383,818	100.0
FEBRERO	63,893	17.7	139,554	38.7	87,426	24.2	24,495	6.8	42,171	11.7	3,092	0.9	360,631	100.0
MARZO	66,557	15.7	178,058	41.9	93,759	22.1	22,443	5.3	60,047	14.1	4,048	1.0	424,912	100.0
ABRIL	70,847	17.7	154,676	38.7	79,796	20.0	25,904	6.5	64,158	16.1	4,223	1.1	399,604	100.0
MAYO	84,587	19.8	161,496	37.8	50,505	11.8	40,120	9.4	84,579	19.8	6,282	1.5	427,569	100.0
JUNIO														
JULIO														
AGOSTO														
SEPTIEMBRE														
OCTUBRE														
NOVIEMBRE														
DICIEMBRE														

ACUMULADO ANUAL

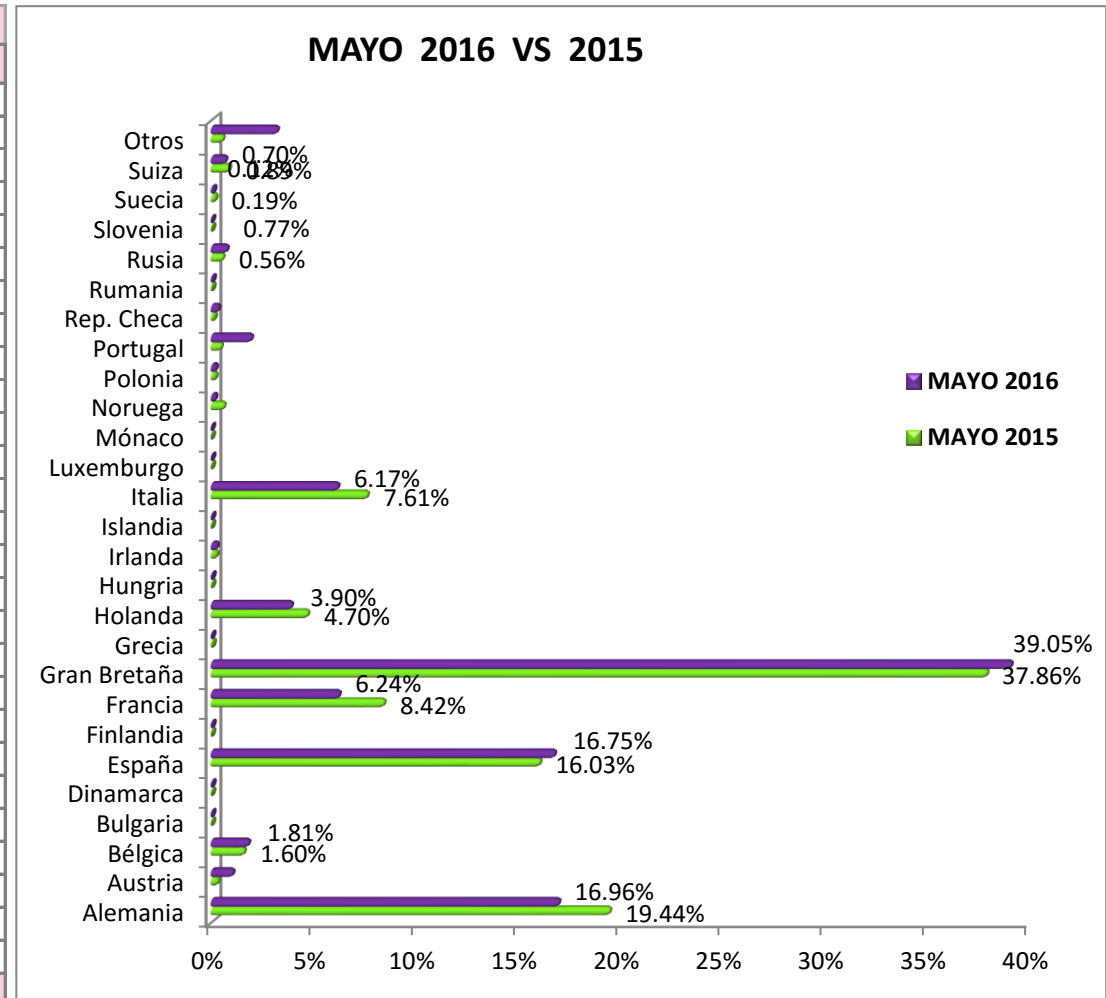
ENE-FEB	128,042	17.2	280,216	37.6	185,157	24.9	50,380	6.8	93,821	12.6	6,833	0.9	744,449	100.0
ENE-MAR	194,599	16.6	458,274	39.2	278,916	23.9	72,823	6.2	153,868	13.2	10,881	0.9	1,169,361	100.0
ENE-ABR	265,446	16.9	612,950	39.1	358,712	22.9	98,727	6.3	218,026	13.9	15,104	1.0	1,568,965	100.0
ENE-MAY	350,033	17.5	774,446	38.8	409,217	20.5	138,847	7.0	302,605	15.2	21,386	1.1	1,996,534	100.0
ENE-JUN														
ENE-JUL														
ENE-AGO														
ENE-SEPT														
ENE-OCT														
ENE-NOV														
ENE-DIC														
ENE-DIC														

GRAFICA
PROCEDENCIA DEL TURISMO POR REGIONES
DESGLOSE MENSUAL 2016



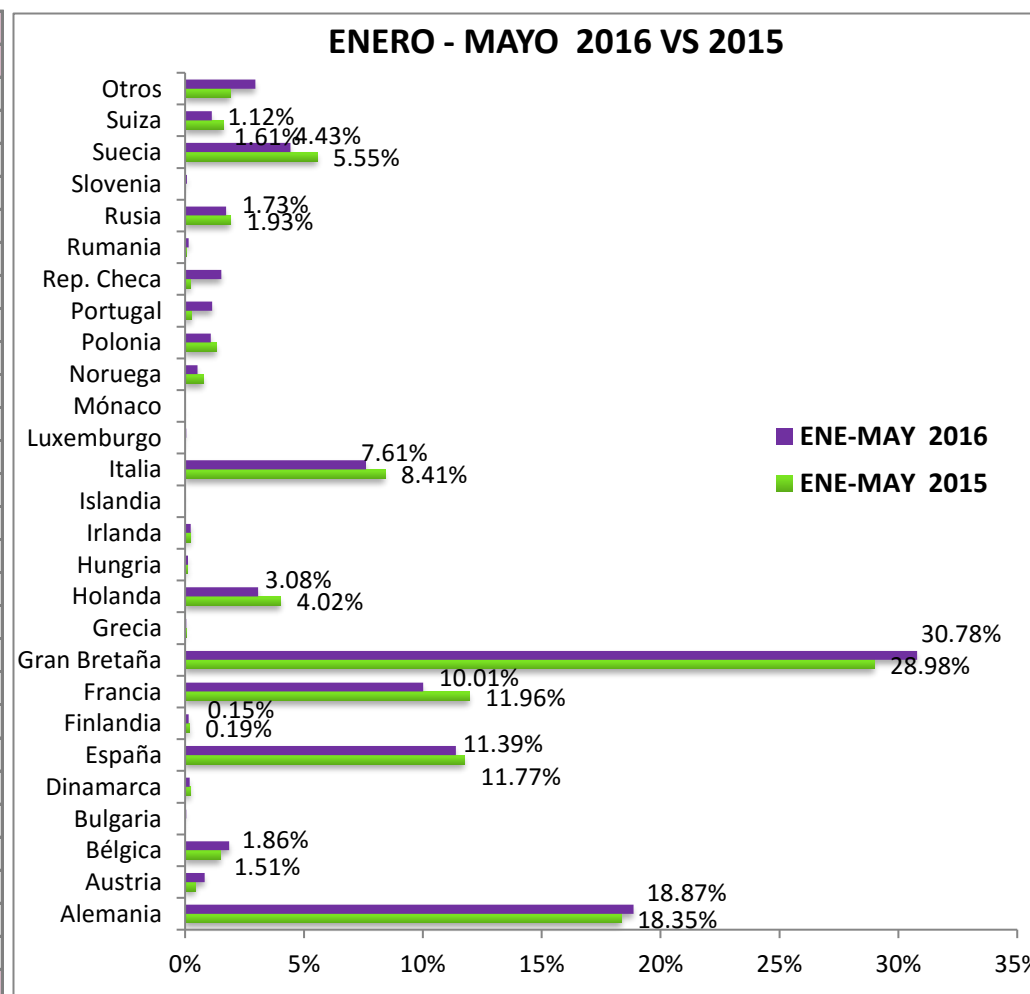
DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO MAYO 2016 VS 2015

PAIS	MAYO 2015		MAYO 2016	
	PAX	%	PAX	%
Alemania	16,046	19.44%	14,345	16.96%
Austria	247	0.30%	885	1.05%
Bélgica	1,317	1.60%	1,531	1.81%
Bulgaria	9	0.01%	25	0.03%
Dinamarca	12	0.01%	39	0.05%
España	13,234	16.03%	14,169	16.75%
Finlandia	7	0.01%	36	0.04%
Francia	6,951	8.42%	5,274	6.24%
Gran Bretaña	31,254	37.86%	33,030	39.05%
Grecia	54	0.07%	28	0.03%
Holanda	3,880	4.70%	3,303	3.90%
Hungría	25	0.03%	39	0.05%
Irlanda	197	0.24%	225	0.27%
Islandia	3	0.00%	31	0.04%
Italia	6,283	7.61%	5,219	6.17%
Luxemburgo	4	0.00%	15	0.02%
Mónaco	0	0.00%	0	0.00%
Noruega	505	0.61%	148	0.17%
Polonia	161	0.20%	177	0.21%
Portugal	391	0.47%	1,650	1.95%
Rep. Checa	122	0.15%	291	0.34%
Rumania	32	0.04%	61	0.07%
Rusia	459	0.56%	649	0.77%
Slovenia	13	0.02%	6	0.01%
Suecia	156	0.19%	101	0.12%
Suiza	732	0.89%	591	0.70%
Otros	459	0.56%	2,719	3.21%
SUMA	82,553	100.00%	84,587	100.00%



DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO ENERO - MAYO 2016 VS 2015

PAIS	ENE-MAY 2015		ENE-MAY 2016	
	PAX	%	PAX	%
Alemania	65,029	18.35%	66,045	18.87%
Austria	1,587	0.45%	2,899	0.83%
Bélgica	5,349	1.51%	6,498	1.86%
Bulgaria	104	0.03%	162	0.05%
Dinamarca	809	0.23%	681	0.19%
España	41,708	11.77%	39,886	11.39%
Finlandia	666	0.19%	531	0.15%
Francia	42,408	11.96%	35,046	10.01%
Gran Bretaña	102,715	28.98%	107,756	30.78%
Grecia	174	0.05%	157	0.04%
Holanda	14,266	4.02%	10,764	3.08%
Hungría	360	0.10%	429	0.12%
Irlanda	787	0.22%	820	0.23%
Islandia	59	0.02%	76	0.02%
Italia	29,804	8.41%	26,654	7.61%
Luxemburgo	94	0.03%	154	0.04%
Mónaco	20	0.01%	1	0.00%
Noruega	2,798	0.79%	1,811	0.52%
Polonia	4,674	1.32%	3,787	1.08%
Portugal	1,005	0.28%	3,997	1.14%
Rep. Checa	784	0.22%	5,317	1.52%
Rumania	191	0.05%	500	0.14%
Rusia	6,828	1.93%	6,044	1.73%
Slovenia	89	0.03%	261	0.07%
Suecia	19,664	5.55%	15,491	4.43%
Suiza	5,710	1.61%	3,910	1.12%
Otros	6,760	1.91%	10,356	2.96%
SUMA	354,442	100.00%	350,033	100.00%



DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO PRIMER SEMESTRE 2016

PAIS	ENE 2016		FEB 2016		MAR 2016		ABR 2016		MAY 2016		JUN 2016		Acumulado	
	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%
Alemania	11,466	17.87%	11,846	18.54%	13,503	20.29%	14,885	21.01%	14,345	16.96%			66,045	18.87%
Austria	546	0.85%	454	0.71%	481	0.72%	533	0.75%	885	1.05%			2,899	0.83%
Bélgica	1,160	1.81%	1,167	1.83%	1,079	1.62%	1,561	2.20%	1,531	1.81%			6,498	1.86%
Bulgaria	58	0.09%	19	0.03%	42	0.06%	18	0.03%	25	0.03%			162	0.05%
Dinamarca	217	0.34%	202	0.32%	178	0.27%	45	0.06%	39	0.05%			681	0.19%
España	5,683	8.86%	5,612	8.78%	6,898	10.36%	7,524	10.62%	14,169	16.75%			39,886	11.39%
Finlandia	126	0.20%	218	0.34%	125	0.19%	26	0.04%	36	0.04%			531	0.15%
Francia	6,893	10.75%	8,716	13.64%	6,645	9.98%	7,518	10.61%	5,274	6.24%			35,046	10.01%
Gran Bretaña	15,042	23.45%	17,133	26.82%	18,303	27.50%	24,248	34.23%	33,030	39.05%			107,756	30.78%
Grecia	31	0.05%	76	0.12%	8	0.01%	14	0.02%	28	0.03%			157	0.04%
Holanda	1,688	2.63%	1,745	2.73%	1,707	2.56%	2,321	3.28%	3,303	3.90%			10,764	3.08%
Hungría	190	0.30%	127	0.20%	55	0.08%	18	0.03%	39	0.05%			429	0.12%
Irlanda	206	0.32%	102	0.16%	151	0.23%	136	0.19%	225	0.27%			820	0.23%
Islandia	7	0.01%	0	0.00%	8	0.01%	30	0.04%	31	0.04%			76	0.02%
Italia	6,854	10.68%	4,979	7.79%	4,738	7.12%	4,864	6.87%	5,219	6.17%			26,654	7.61%
Luxemburgo	58	0.09%	25	0.04%	28	0.04%	28	0.04%	15	0.02%			154	0.04%
Mónaco	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%			1	0.00%
Noruega	521	0.81%	519	0.81%	454	0.68%	169	0.24%	148	0.17%			1,811	0.52%
Polonia	1,458	2.27%	1,028	1.61%	845	1.27%	279	0.39%	177	0.21%			3,787	1.08%
Portugal	306	0.48%	413	0.65%	847	1.27%	781	1.10%	1,650	1.95%			3,997	1.14%
Rep. Checa	1,532	2.39%	1,338	2.09%	1,636	2.46%	520	0.73%	291	0.34%			5,317	1.52%
Rumania	113	0.18%	95	0.15%	147	0.22%	84	0.12%	61	0.07%			500	0.14%
Rusia	2,037	3.18%	823	1.29%	906	1.36%	1,629	2.30%	649	0.77%			6,044	1.73%
Slovenia	45	0.07%	60	0.09%	126	0.19%	24	0.03%	6	0.01%			261	0.07%
Suecia	5,697	8.88%	4,758	7.45%	4,663	7.01%	272	0.38%	101	0.12%			15,491	4.43%
Suiza	801	1.25%	841	1.32%	879	1.32%	798	1.13%	591	0.70%			3,910	1.12%
Otros	1,413	2.20%	1,597	2.50%	2,105	3.16%	2,522	3.56%	2,719	3.21%			10,356	2.96%
SUMA	64,149	100.00%	63,893	100.00%	66,557	100.00%	70,847	100.00%	84,587	100.00%	0	0.00%	350,033	100.00%

PRINCIPALES MERCADOS
PARA LA RIVIERA MAYA
PRIMER SEMESTRE AÑO 2016

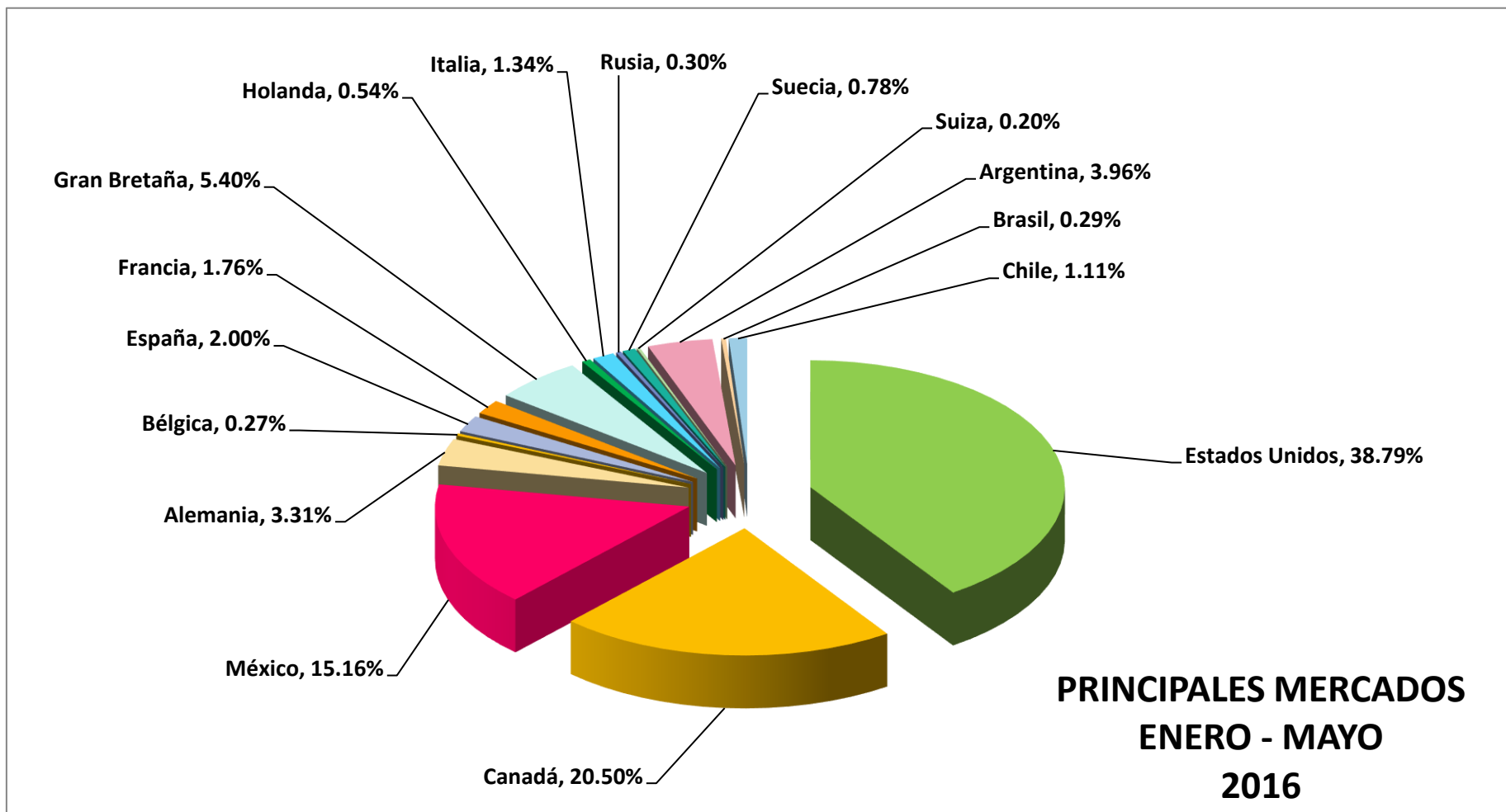
PAIS	ENE 2016		FEB 2016		MAR 2016		ABR 2016		MAY 2016		JUN 2016		Acumulado		Posición 2015	Posición 2016
	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%		
1 Estados Unidos	140,662	36.65%	139,554	38.70%	178,058	41.90%	154,676	38.71%	161,496	37.77%			774,446	38.79%	1	1
2 Canadá	97,731	25.46%	87,426	24.24%	93,759	22.07%	79,796	19.97%	50,505	11.81%			409,217	20.50%	2	2
3 México	51,650	13.46%	42,171	11.69%	60,047	14.13%	64,158	16.06%	84,579	19.78%			302,605	15.16%	3	3
4 Alemania	11,466	2.99%	11,846	3.28%	13,503	3.18%	14,885	3.72%	14,345	3.36%			66,045	3.31%	6	6
5 Bélgica	1,160	0.30%	1,167	0.32%	1,079	0.25%	533	0.13%	1,531	0.36%			5,470	0.27%	17	16
6 España	5,683	1.48%	5,612	1.56%	6,898	1.62%	7,524	1.88%	14,169	3.31%			39,886	2.00%	8	7
7 Francia	6,893	1.80%	8,716	2.42%	6,645	1.56%	7,518	1.88%	5,274	1.23%			35,046	1.76%	7	8
8 Gran Bretaña	15,042	3.92%	17,133	4.75%	18,303	4.31%	24,248	6.07%	33,030	7.73%			107,756	5.40%	4	4
9 Holanda	1,688	0.44%	1,745	0.48%	1,707	0.40%	2,321	0.58%	3,303	0.77%			10,764	0.54%	11	12
10 Italia	6,854	1.79%	4,979	1.38%	4,738	1.12%	4,864	1.22%	5,219	1.22%			26,654	1.34%	9	9
11 Rusia	2,037	0.53%	823	0.23%	906	0.21%	1,629	0.41%	649	0.15%			6,044	0.30%	15	14
12 Suecia	5,697	1.48%	4,758	1.32%	4,663	1.10%	272	0.07%	101	0.02%			15,491	0.78%	14	11
13 Suiza	801	0.21%	841	0.23%	879	0.21%	798	0.20%	591	0.14%			3,910	0.20%	16	17
14 Argentina	15,302	3.99%	13,596	3.77%	12,402	2.92%	16,083	4.02%	21,732	5.08%			79,115	3.96%	5	5
15 Brasil	1,480	0.39%	815	0.23%	723	0.17%	1159	0.29%	1528	0.36%			5,705	0.29%	12	14
16 Chile	3,650	0.95%	5,769	1.60%	2,276	0.54%	3,379	0.85%	7,079	1.66%			22,153	1.11%	10	10
17 Colombia	1,654	0.43%	508	0.14%	2,037	0.48%	691	0.17%	1,774	0.41%			6,664	0.33%	13	13
AFLUENCIA	383,818	96.26%	360,631	96.35%	424,912	96.17%	399,604	96.23%	427,569	94.75%			1,996,534	96.01%		

Nota: Los porcentajes en esta tabla, están calculados en base **al total de la afluencia turística** a la Riviera Maya.

PRINCIPALES MERCADOS

E N E R O - M A Y O

2016

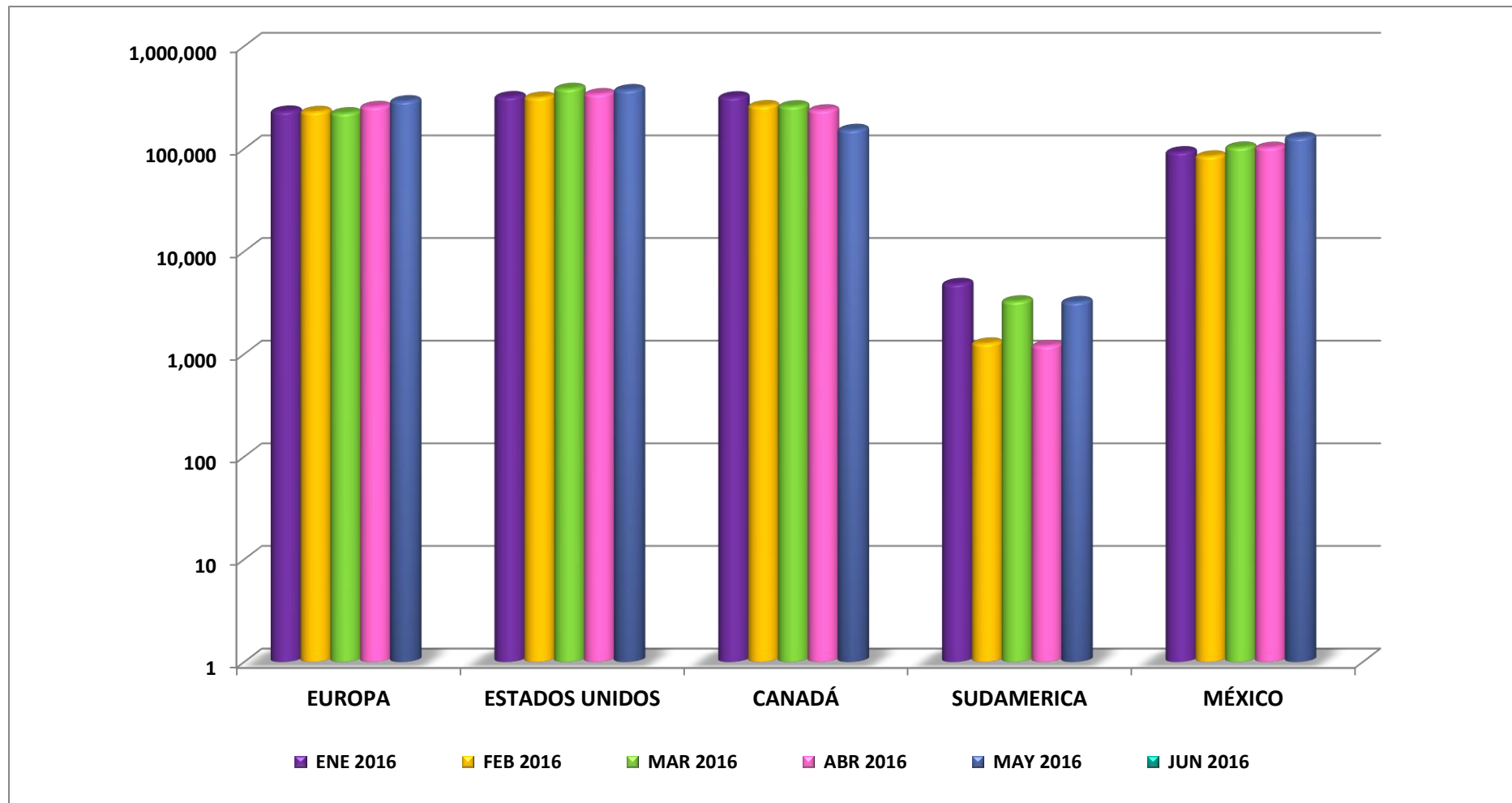


Nota: Los principales mercados para Riviera Maya de Enero-Marzo representan el 94.75% del total de turistas que visitaron el destino.

PRINCIPALES MERCADOS POR REGIONES
PARA LA RIVIERA MAYA
PRODUCCIÓN CUARTOS NOCHE
PRIMER SEMESTRE AÑO 2016

PAÍS	ENE 2016		FEB 2016		MAR 2016		ABR 2016		MAY 2016		JUN 2016		Acumulado Ene-Abr	
	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%
NORTE AMERICA														
CANADÁ	318,033	30.9%	260,821	27.4%	259,791	25.5%	237,061	23.8%	152,988	14.8%			1,228,694	24.4%
ESTADOS UNIDOS	319,420	31.0%	316,322	33.2%	384,309	37.8%	341,576	34.2%	373,460	36.1%			1,735,087	34.5%
MÉXICO	92,755	9.0%	84,518	8.9%	103,081	10.1%	102,653	10.3%	127,926	12.4%			510,933	10.2%
SUMA	730,208	70.9%	661,661	69.5%	747,181	73.5%	681,290	68.3%	654,374	63.2%			3,474,714	69.1%
EUROPA														
ALEMANIA	46,341	4.5%	45,064	4.7%	55,137	5.4%	57,555	5.8%	60,428	5.8%			264,525	5.3%
BÉLGICA	3,364	0.3%	3,584	0.4%	3,264	0.3%	6,407	0.6%	6,067	0.6%			22,686	0.5%
ESPAÑA	18,707	1.8%	15,246	1.6%	18,280	1.8%	20,534	2.1%	36,603	3.5%			109,370	2.2%
FRANCIA	21,541	2.1%	28,654	3.0%	23,341	2.3%	23,306	2.3%	18,613	1.8%			115,455	2.3%
GRAN BRETAÑA	74,145	7.2%	84,237	8.8%	73,288	7.2%	114,269	11.4%	150,699	14.6%			496,638	9.9%
HOLANDA	6,175	0.6%	6,944	0.7%	5,868	0.6%	8,462	0.8%	6,881	0.7%			34,330	0.7%
ITALIA	23,646	2.3%	16,016	1.7%	15,063	1.5%	14,896	1.5%	5,632	0.5%			75,253	1.5%
RUSIA	7,647	0.7%	3,069	0.3%	2,956	0.3%	5,152	0.5%	2,953	0.3%			21,777	0.4%
SUECIA	25,898	2.5%	22,739	2.4%	22,285	2.2%	2,405	0.2%	452	0.0%			73,779	1.5%
SUIZA	3,284	0.3%	3,532	0.4%	2,996	0.3%	3,112	0.3%	2,615	0.3%			15,539	0.3%
SUMA	230,748	22.4%	229,085	24.1%	222,478	21.9%	256,098	25.7%	290,943	28.1%			1,229,352	24.1%
SUDAMERICA														
ARGENTINA	48,711	4.7%	40,958	4.3%	35,966	3.5%	48,182	4.8%	64,200	6.2%			238,017	4.7%
BRASIL	4317	0.4%	2207	0.2%	1464	0.1%	2,598	0.3%	3,292	0.3%			13,878	0.3%
CHILE	10,646	1.0%	16,922	1.8%	6667	0.7%	8,729	0.9%	18,966	1.8%			61,930	1.2%
COLOMBIA	4,824	0.5%	1,270	0.1%	3268	0.3%	1,201	0.1%	3,215	0.3%			13,778	0.3%
SUMA	68,498	6.7%	61,357	6.4%	47,365	4.7%	60,710	6.1%	89,673	8.7%			327,603	6.2%
TOTAL PRIN. MDOS.	1,029,454	100.00%	952,103	100.00%	1,017,024	100.00%	998,098	100.00%	1,034,990	100.00%			5,031,669	99.42%
TOTAL DESTINO	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.			Ctos. Ocup.	%PART.
	1,098,764	93.7%	1,060,606	89.8%	1,134,371	89.7%	1,114,344	89.6%	1,128,104	91.7%			5,536,189	90.9%

**GRAFICA
PRODUCCIÓN CUARTOS NOCHE POR REGIONES
DESGLOSE MENSUAL 2016**



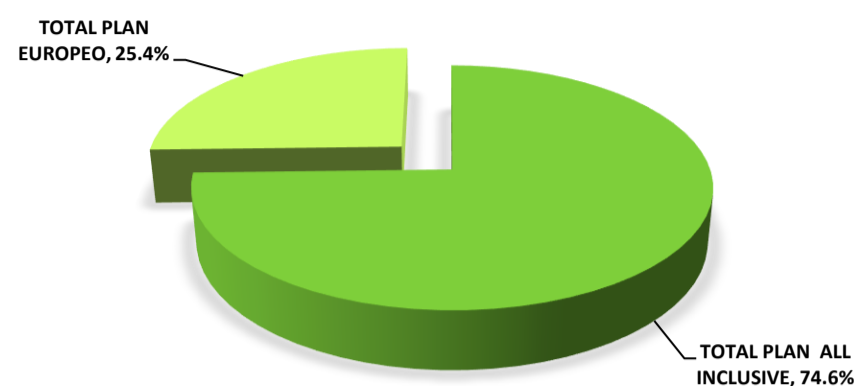
REGIÓN	2015 Participación %		2016 Participación %		VARIACIÓN %	
NORTE AMERICA						
Canadá	50,596	11.45%	50,505	11.81%	-91	-0.18%
Estados Unidos	167,599	37.92%	161,496	37.77%	-6,103	-3.64%
México	96,401	21.81%	84,579	19.78%	-11,822	-12.26%
SUMA	314,596	71.19%	296,580	69.36%	-18,016	-5.73%
SUDAMERICA						
Argentina	21,756	4.92%	21,732	5.08%	-24	-0.11%
Bolivia	36	0.01%	55	0.01%	19	52.78%
Brasil	2,301	0.52%	1,528	0.36%	-773	-33.59%
Chile	4,825	1.09%	7,079	1.66%	2,254	46.72%
Colombia	2,896	0.66%	1,774	0.41%	-1,122	-38.74%
Ecuador	110	0.02%	211	0.05%	101	91.82%
Paraguay	337	0.08%	187	0.04%	-150	-44.51%
Peru	2,865	0.65%	3,307	0.77%	442	15.43%
Uruguay	1,586	0.36%	3,157	0.74%	1,571	99.05%
Venezuela	453	0.10%	143	0.03%	-310	-68.43%
Otros	149	0.03%	947	0.22%	798	535.57%
SUMA	37,314	8.44%	40,120	9.38%	2,806	7.52%
EUROPA						
Alemania	16,046	3.63%	14,345	3.36%	-1,701	-10.60%
Austria	247	0.06%	885	0.21%	638	258.30%
Bélgica	1,317	0.30%	1,531	0.36%	214	16.25%
Bulgaria	9	0.00%	25	0.01%	16	177.78%
Dinamarca	12	0.00%	39	0.01%	27	225.00%
España	13,234	2.99%	14,169	3.31%	935	7.07%
Finlandia	7	0.00%	36	0.01%	29	414.29%
Francia	6,951	1.57%	5,274	1.23%	-1,677	-24.13%
Gran Bretaña	31,254	7.07%	33,030	7.73%	1,776	5.68%
Grecia	54	0.01%	28	0.01%	-26	-48.15%
Holanda	3,880	0.88%	3,303	0.77%	-577	-14.87%
Hungría	25	0.01%	39	0.01%	14	56.00%
Irlanda	197	0.04%	225	0.05%	28	14.21%
Islandia	3	0.00%	31	0.01%	28	933.33%
Italia	6,283	1.42%	5,219	1.22%	-1,064	-16.93%
Luxemburgo	4	0.00%	15	0.00%	11	275.00%
Mónaco	0	0.00%	0	0.00%	0	0.00%
Noruega	505	0.11%	148	0.03%	-357	-70.69%
Polonia	161	0.04%	177	0.04%	16	9.94%
Portugal	391	0.09%	1,650	0.39%	1,259	321.99%
Rep. Checa	122	0.03%	291	0.07%	169	138.52%
Rumania	32	0.01%	61	0.01%	29	90.63%
Rusia	459	0.10%	649	0.15%	190	41.39%
Slovenia	13	0.00%	6	0.00%	-7	-53.85%
Suecia	156	0.04%	101	0.02%	-55	-35.26%
Suiza	732	0.17%	591	0.14%	-141	-19.26%
Otros	459	0.10%	2,719	0.64%	2,260	492.37%
SUMA	82,553	18.68%	84,587	19.78%	2,034	2.46%
OTROS PAISES	7,466	1.69%	6,282	1.47%	-1,184	-15.86%
TOTAL	441,929	100.00%	427,569	100.00%	-14,360	-3.25%

REGIÓN	2015 Participación %		2016 Participación %		VARIACIÓN %	
NORTE AMERICA						
Canadá	418,964	21.27%	409,217	20.50%	-9,747	-2.33%
Estados Unidos	762,001	38.68%	774,446	38.79%	12,445	1.63%
México	283,963	14.42%	302,605	15.16%	18,642	6.56%
SUMA	1,464,928	74.37%	1,486,268	74.44%	21,340	1.46%
SUDAMERICA						
Argentina	71,538	3.63%	79,115	3.96%	7,577	10.59%
Bolivia	133	0.01%	519	0.03%	386	290.23%
Brasil	12,121	0.62%	5,705	0.29%	-6,416	-52.93%
Chile	18,199	0.92%	22,153	1.11%	3,954	21.73%
Colombia	9,027	0.46%	6,664	0.33%	-2,363	-26.18%
Ecuador	778	0.04%	893	0.04%	115	14.78%
Paraguay	1,439	0.07%	1,381	0.07%	-58	-4.03%
Peru	6,921	0.35%	8,058	0.40%	1,137	16.43%
Uruguay	7,053	0.36%	10,892	0.55%	3,839	54.43%
Venezuela	1,741	0.09%	848	0.04%	-893	-51.29%
Otros	560	0.03%	2,619	0.13%	2,059	367.68%
SUMA	129,510	6.57%	138,847	6.95%	9,337	7.21%
EUROPA						
Alemania	65,029	3.30%	66,045	3.31%	1,016	1.56%
Austria	1,587	0.08%	2,899	0.15%	1,312	82.67%
Bélgica	5,349	0.27%	6,498	0.33%	1,149	21.48%
Bulgaria	104	0.01%	162	0.01%	58	55.77%
Dinamarca	809	0.04%	681	0.03%	-128	-15.82%
España	41,708	2.12%	39,886	2.00%	-1,822	-4.37%
Finlandia	666	0.03%	531	0.03%	-135	-20.27%
Francia	42,408	2.15%	35,046	1.76%	-7,362	-17.36%
Gran Bretaña	102,715	5.21%	107,756	5.40%	5,041	4.91%
Grecia	174	0.01%	157	0.01%	-17	-9.77%
Holanda	14,266	0.72%	10,764	0.54%	-3,502	-24.55%
Hungría	360	0.02%	429	0.02%	69	19.17%
Irlanda	787	0.04%	820	0.04%	33	4.19%
Islandia	59	0.00%	76	0.00%	17	28.81%
Italia	29,804	1.51%	26,654	1.34%	-3,150	-10.57%
Luxemburgo	94	0.00%	154	0.01%	60	63.83%
Mónaco	20	0.00%	1	0.00%	-19	-95.00%
Noruega	2,798	0.14%	1,811	0.09%	-987	-35.28%
Polonia	4,674	0.24%	3,787	0.19%	-887	-18.98%
Portugal	1,005	0.05%	3,997	0.20%	2,992	297.71%
Rep. Checa	784	0.04%	5,317	0.27%	4,533	578.19%
Rumania	191	0.01%	500	0.03%	309	161.78%
Rusia	6,828	0.35%	6,044	0.30%	-784	-11.48%
Slovenia	89	0.00%	261	0.01%	172	193.26%
Suecia	19,664	1.00%	15,491	0.78%	-4,173	-21.22%
Suiza	5,710	0.29%	3,910	0.20%	-1,800	-31.52%
Otros	6,760	0.34%	10,356	0.52%	3,596	53.20%
SUMA	354,442	17.99%	350,033	17.53%	-4,409	-1.24%
OTROS PAISES	20,980	1.07%	21,386	1.07%	406	1.94%
TOTAL	1,969,860	100.00%	1,996,534	100.00%	26,674	1.35%

HOTELES ALL INCLUSIVE	CUARTOS	CATEGORIA
1 AKUMA BAY WELLNESS RESORTS	310	4 estrellas
2 AZUL FIVES	475	5 estrellas
3 BARCELO MAYA BEACH	630	5 estrellas
4 BARCELO MAYA CARIBBEAN	414	5 estrellas
5 BARCELO MAYA COLONIAL BEACH	481	5 estrellas
6 BARCELO MAYA PALACE	756	5 estrellas
7 BARCELO MAYA TROPICAL BEACH	479	5 estrellas
8 BELAIR COLLECTION XPUHA Riviera Maya	144	Gran Turismo
9 BLUE BAY GRAND ESMERALDA	979	Gran Turismo
10 BLUE DIAMOND Riviera Maya BY BLUEBAY	128	Gran Turismo
11 CATALONIA PLAYA MAROMA	407	5 estrellas
12 CATALONIA RIVIERA MAYA	423	5 estrellas
13 CATALONIA ROYAL TULUM	288	5 estrellas
14 CATALONIA YUCATAN BEACH	205	4 estrellas
15 DORADO SEAIDE SUITES	377	Gran Turismo
16 DREAMS PUERTO AVENTURAS	305	Gran Turismo
17 DREAMS TULUM RESORT & SPA	432	5 estrellas
18 EL DORADO MAROMA	129	5 estrellas
19 EL DORADO ROYALE	680	Gran Turismo
20 GENERATIONS Riviera Maya	144	5 estrellas
21 GRAN BAHÍA PRÍNCIPE AKUMAL	758	5 estrellas
22 GRAN BAHÍA PRÍNCIPE COBA	1080	5 estrellas
23 GRAN BAHÍA PRÍNCIPE SIAN KA'AN	420	Gran Turismo
24 GRAN BAHÍA PRÍNCIPE TULUM	978	5 estrellas
25 GRAN PORTO REAL	287	5 estrellas
26 GRAND PALLADIUM RIVIERA RESORT & SPA	324	5 estrellas
27 GRAND PALLADIUM COLONIAL RESORT & SPA	414	5 estrellas
28 GRAND PALLADIUM KANTENAH RESORT & SPA	422	5 estrellas
29 GRAND PALLADIUM THE ROYAL SUITES YUCATAN	130	5 estrellas
30 GRAND PALLADIUM WHITE SAND RESORT & SPA	264	5 estrellas
31 GRAND RIVIERA & SUNSET PRINCESS	1,480	5 estrellas
32 GRAND SIRENIS MAYAN BEACH	456	5 estrellas
33 GRAND SIRENIS RIVIERA MAYA	504	5 estrellas
34 GRAND SLAM FLY FISHING LODGE	12	4 estrellas
35 GRAND VELAS	539	Especial
36 HACIENDA TRES RIOS	259	Gran Turismo
37 HARD ROCK Riviera Maya	1266	5 estrellas
38 HIDDEN BEACH RESORT	44	5 estrellas
39 IBEROSTAR GRAN PARAISO	310	Gran Turismo
40 IBEROSTAR PARAISO BEACH	424	5 estrellas
41 IBEROSTAR PARAISO DEL MAR	388	5 estrellas
42 IBEROSTAR PARAISO LINDO	446	5 estrellas
43 IBEROSTAR PARAISO MAYA	434	Gran Turismo
44 IBEROSTAR QUETZAL	350	5 estrellas
45 IBEROSTAR TUCAN	350	5 estrellas
46 KORE TULUM RETREAT WELLNESS RESORT.	94	5 estrellas
47 LAT 20 BY LIVE AQUA	60	4 estrellas
48 OASIS TULUM	310	5 estrellas
49 OCCIDENTAL ALLEGRO RESORT	286	5 estrellas
50 OCCIDENTAL GRAND XCARET	751	5 estrellas
51 OCCIDENTAL ROYAL HIDEAWAY & SPA	201	Gran Turismo
52 OCEAN BREEZE	98	Gran Turismo
53 OCEAN MAYA ROYALE	319	5 estrellas
54 PARADISUS Playa del Carmen LA ESMERALDA	510	5 estrellas
55 PARADISUS Playa del Carmen LA PERLA	394	5 estrellas
56 PAVO REAL BEACH RESORT	112	4 estrellas
57 PLATINUM YUCATAN PRINCESS	472	5 estrellas
58 PLAYACAR PALACE	201	5 estrellas
59 RIU LA LUPITA	300	5 estrellas
60 RIU PALACE MEXICO	434	Gran Turismo
61 RIU PALACE RIVIERA MAYA	460	Especial
62 RIU PLAYACAR	388	5 estrellas
63 RIU TEQUILA	664	5 estrellas
64 RIU YUCATAN	507	5 estrellas
65 SANDOS CARACOL ECO EXPERIENCE RESORT	956	5 estrellas
66 SANDOS PLAYACAR BEACH EXPERIENCE RESORT	819	5 estrellas
67 SECREST AKUMAL RIVIERA MAYA	434	5 estrellas
68 SECRETS CAPRI RIVIERA CANCUN	291	Gran Turismo
69 SECRETS MAROMA BEACH	412	5 estrellas
70 SENSIMAR SEASIDE SUITES & SPA	192	Gran Turismo
71 THE REEF COCO BEACH	196	5 estrellas
72 THE REEF PLAYACAR	196	4 estrellas
73 THE ROYAL PLAYA DEL CARMEN	513	Gran Turismo
74 VALENTIN IMPERIAL MAYA	540	5 estrellas
75 VIVA WYNDHAM AZTECA	335	5 estrellas
76 VIVA WYNDHAM MAYA	604	4 estrellas
SUMAS	32,574	

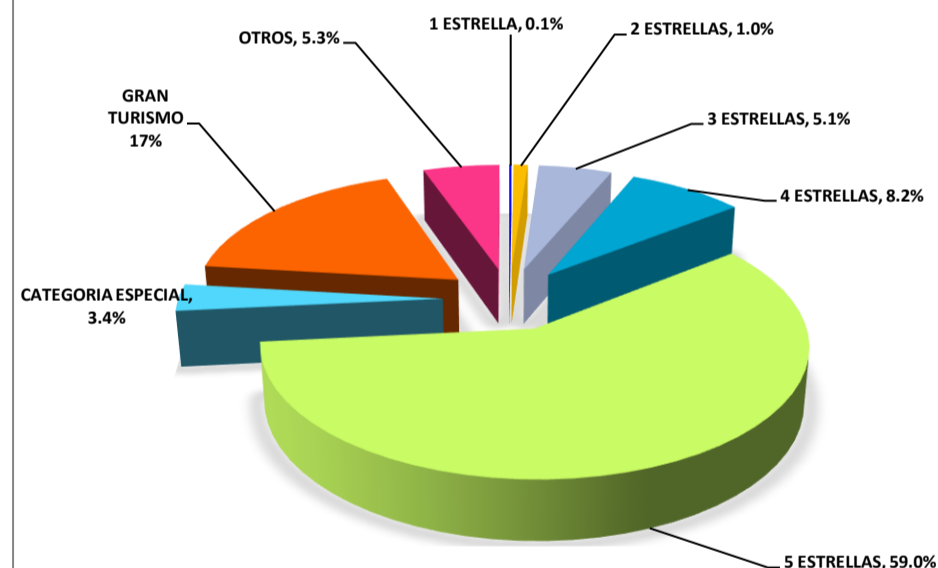
PLAN DE HOSPEDAJE	Cuartos	# Htls.	%
TOTAL PLAN ALL INCLUSIVE	32,574	76	74.6%
TOTAL PLAN EUROPEO	11,095	329	25.4%
SUMAS	43,669	405	100.0%

DISTRIBUCIÓN DE CUARTOS POR PLAN DE HOSPEDAJE



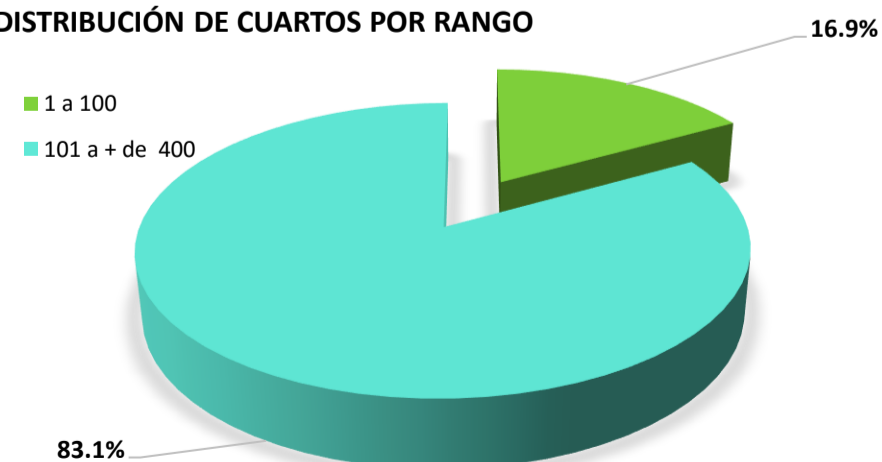
CATEGORIA	Cuartos	# Htls.	%
1 ESTRELLA	64	2	0.1%
2 ESTRELLAS	437	22	1.0%
3 ESTRELLAS	2,246	87	5.1%
4 ESTRELLAS	3,564	49	8.2%
5 ESTRELLAS	25,761	68	59.0%
CATEGORIA ESPECIAL	1,494	12	3.4%
GRAN TURISMO	7,769	22	17.8%
OTROS	2,334	143	5.3%
SUMAS	43,669	405	100.0%

DISTRIBUCIÓN DE CUARTOS POR CATEGORIA



RANGO	Cuartos	# Htls.	%
1 a 100	7,373	318	16.9%
101 a + de 400	36,296	87	83.1%
SUMAS	43,669	405	100.0%

DISTRIBUCIÓN DE CUARTOS POR RANGO



**INVENTARIO DE ESTABLECIMIENTOS DE HOSPEDAJE
 EN LA RIVIERA MAYA POR LOCALIDAD
 MAYO 2016**

LOCALIDAD	HOTELES	%	CUARTOS	%
AKUMAL	25	6.2%	4,563	10.4%
COBA	2	0.5%	49	0.1%
KANTENAH	10	2.5%	3,127	7.2%
PAAMUL	1	0.2%	20	0.0%
PLAYA DEL CARMEN	170	42.0%	8,246	18.9%
PLAYA DEL SECRETO	1	0.2%	540	1.2%
PLAYA PARAISO	12	3.0%	3,857	8.8%
PLAYACAR	24	5.9%	6,769	15.5%
PUERTO AVENTURAS	14	3.5%	5,238	12.0%
PUNTA ALLEN	6	1.5%	59	0.1%
PUNTA BETE XCALACOCO	15	3.7%	4,736	10.8%
PUNTA BRAVA	1	0.2%	680	1.6%
PUNTA MAROMA	8	2.0%	2,176	5.0%
SIAN KA'AN	5	1.2%	76	0.2%
TANKAH	4	1.0%	140	0.3%
TULUM	102	25.2%	2,173	5.0%
XCARET	1	0.2%	751	1.7%
XPU-HA	4	1.0%	469	1.1%
TOTAL	405	100.0%	43,669	100.0%

405 Hoteles distribuidos en los diferentes Microdestinos de la Riviera Maya a lo largo de 120 kms. de costa

